IN THE CLAIMS:

 A peptide having a molecular weight of less than about 8000 daltons, and comprising a sequence of amino acids
 (SEO ID NO:2):

X₁ X₂ X₃ X₄ X₅ X₆ X₇

where X_1 is C, L, M, P, Q, V; X_2 is F, K, L, N, Q, R, S, T or V; X_3 is C, F, I, L, M, R, S, V or W; X_4 is any of the 20 genetically coded L-amino acids; X_5 is A, D, E, G, K, M, Q, R, 10 S, T, V or Y; X_6 is C, F, G, L, M, S, V, W or Y; and X_7 is C, G, I, K, L, M, N, R or V;

and having a detectable label covalently attached to said peptide.

- 2. A peptide according to claim 1, wherein from zero to all of the -C(0)NH- linkages of the peptide have been replaced by a linkage selected from the group consisting of a CH₂OC(0)NR- linkage; a phosphonate linkage; a -CH₂S(0)₂NR- linkage; a -CH₂NR- linkage; a -C(0)NR⁶- linkage; and a NHC(0)NH- linkage; and wherein R is hydrogen or lower alkyl
- and R⁶ is lower alkyl,

 further wherein the N-terminus of said peptide is selected
- a -NRC(0)OR group; a -NRS(0)₂R group; a -NHC(0)NHR group; a
 25 succinimide group; a benzyloxycarbonyl-NH- group; and a
 benzyloxycarbonyl-NH- group having from 1 to 3 substituents on
 the phenyl ring selected from the group consisting of lower
 alkyl, lower alkoxy, chloro, and bromo;

from the group consisting of a -NRR1 group; a -NRC(0)R group;

and wherein R and R^1 are independently selected from the 30 group consisting of hydrogen and lower alkyl,

and still further wherein the C-terminus of said peptide has the formula $-C(O)R^2$ where R^2 is selected from the group consisting of hydroxy, lower alkoxy, and $-NR^3R^4$ where R^3 and R^4 are independently selected from the group consisting of

35 hydrogen and lower alkyl and where the nitrogen atom of the -

 ${\rm NR}^3{\rm R}^4$ group can optionally be the amine group of the N-terminus of the peptide so as to form a cyclic peptide, and physiologically acceptable salts thereof.

- 3. A peptide according to claim 1, wherein said detectable label is selected from the group consisting of radioisotopes, enzymes and flourescent labels.
- A peptide according to claim 1, wherein said label
 is attached to said peptide using a spacer.
 - 5. A peptide according to claim 1, wherein the peptide comprises the sequence of amino acids (SEQ ID NO:14):
 - C X2 X3 X4 X5 X6 X7
- 15 where X_2 is F, K, L, N, Q, R, S, T or V; X_3 is C, F, I, L, M, R, S or V; X_4 is any of the 20 genetically coded L-amino acids; X_5 is A, D, E, G, S, V or Y; X_6 is C, F, G, L, M, S, V, W or Y; and X_7 is C, G, I, K, L, M, N, R or V.
- 20 6. A peptide according to claim 5, wherein X_4 is A, E, G, H, K, L, M, P, Q, R, S, T, or W.
- 7. A peptide according to claim 6, wherein X_2 is S or T; X_3 is L or R; X_4 is R; X_5 is D, E, or G; X_6 is F, L, or W; 25 and X_7 is I, K, L, R, or V.
 - 8. A peptide according to claim 1, wherein said peptide comprises a sequence of amino acids (SEQ ID NO:16):
 - X8 C X2 X3 X4 X5 X6 X7
- 30 where X_2 is F, K, L, N, Q, R, S, T or V; X_3 is C, F, I, L, M, R, S, V or W; X_4 is any of the 20 genetically coded L-amino acids; X_5 is A, D, E, G, K, M, Q, R, S, T, V or Y; X_6 is C, F, G, L, M, S, V, W or Y; X_7 is C, G, I, K, L, M, N, R or V; and X_8 is any of the 20 genetically coded L-amino acids.

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Α.

- 9. A peptide according to claim 8, wherein X_{ϑ} is $G,\ S,\ Y$ or R.
- 10. A peptide according to claim 8, wherein said peptide 5 comprises a sequence of amino acids (SEQ ID NO:15): G G C T L R E W L H G G F C G G.
- 11. A peptide according to claim 1, wherein said peptide comprises a sequence of amino acids (SEQ ID NO:3):
- 10 $X_8 \ G \ X_1 \ X_2 \ X_3 \ X_4 \ X_5 \ W \ X_7$ where X_1 is L, M, P, Q, or V; X_2 is F, R, S, or T; X_3 is F, L, V, or W; X_4 is A, K, L, M, R, S, V, or T; X_5 is A, E, G, K, M, Q, R, S, or T; X_7 is C, I, K, L, M or V; and X_8 is any of the 20 genetically coded L-amino acids.
 - 12. A peptide according to claim 11, wherein X_1 is P; X_2 is T; X_3 is L; X_4 is R; X_5 is E or Q; X_7 is I or L (SEQ ID NO:4).
- 20 13. A peptide according to claim 12, wherein said peptide comprises a sequence of amino acids (SEQ ID NO:5): $X_9 \ X_8 \ G \ X_1 \ X_2 \ X_3 \ X_4 \ X_5 \ W \ X_7$ where X_8 is A, C, D, E, K, L, Q, R, S, T, or V; and X_9 is A, C, E, G, I, L , M, P, R, Q, S, T, or V.
 - 14. A peptide according to claim 13, wherein X_8 is D, E, or K; and X_9 is A or I.
- 15. A peptide according to claim 14, wherein said amino
 30 acid sequence is selected from the group consisting of (SEQ ID
 NOS 6-13, respectively): GGCADGPTLREWISFCGG;
 GNADGPTLRQWLEGRRPKN; GGCADGPTLREW
 ISFCGGK; TIKGPTLRQWLKSREHTS; SIE GP
 TLREWLTSRTPHS; LAIEGPTLRQWLHGNGRD
 35 T; CADGPTLREWISFC; and IEGPTLROWLAAR

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16. A compound having a detectable label covalently attached thereto, said compound selected from the group consisting of

CADGPTLREWISFC ; (SEQ ID NO:12)

[Ac] - C A D G P T L R E W I S F C - [amide] ; (SEQ ID NO:12)

IEGPTLRQWLAARA (SEQID NO:17)

IEGPTLRQWLAARA (βala)-K [NH₂] (SEQ ID NO:18)

- 17. A compound according to claim 16, wherein said detectable label is selected from the group consisting of radioisotopes, enzymes and flourescent labels.
- 18. A compound according to claim 16, wherein said label is attached to said peptide using a spacer.